

CITY OF GAITHERSBURG
Celebrate Gaithersburg in Olde Towne Street Festival Ad Hoc Committee
March 8, 2011
(Feb. 22 meeting was cancelled due to weather)

Attendees: Marilyn Balcombe, Shaun Curtis, Robert Fischer, Marjorie Lane, Paul Poto, Kenneth Weiss, Janet Limmer, Cho Ortega, Elizabeth Poole, Nansie Wilde

Absent: Chuck Blessings, Adam Greenberg, Jr., Fares Hassen, Yvette Monroe, Paula Ross, Tom Rowse

The meeting was called to order at 8:05 a.m.

I. TOPICS OF DISCUSSION:

Activities Sub-committee Report

Committee reviewed activities that have been incorporated into Celebrate through its 29 year history.. For 2011, the direction will be to bring back the simple activities of the past, such as a dunk tank, carnival games, photo button, caricature artist. Possibly provide instruction in proper planting of trees in the Green Zone.

Entertainment Sub-committee Report

The committee is looking at a smaller headliner plus two stages for competitions: one for dance and one for music for ages 11 - 21. They will be working with Maura Dinwiddie from Youth Services to utilize the high school band competition contacts, application and information. There will be a registration fee that will be applied to the participation fee if they are selected to appear at Celebrate. They will need an emcee and judges for each competition stage. In addition to judges' votes, festival attendees can buy a vote for their favorite performer(s) for \$1. We are still looking at a charitable donation to a local school/studio, but have decided that the VHF-1 does not meet our needs. We need to promote through social networking media.

PR Sub-Committee Report

The committee provided a draft of a one page fact sheet for all committee members to use when approaching businesses for participation, support, or sponsorship. A logo for the event is being worked on. As soon as it is ready we can get Sponsorship Packets, Applications, and PR out to the public. They are already reaching out to new media partners (WJLA has shown interest). They are working on posting the event on social networking sites.

Taste Sub-committee Report

Growlers is planning on participating with the Beer Garden. Contact has been made with many of the past Taste participants. Bob has created a list of potential restaurants and other committee members are to bring their lists to the sub-committee meeting March 15. Discussion on a goal for number of restaurants and what will be provided will continue at the next meeting.

Reminders:

Next meeting Tuesday, March 22, 2011 at 8 a.m. Activity Center

II. ADJOURNMENT:

The meeting was adjourned at 9:00 a.m.

Respectfully submitted by,
Nansie Wilde